

## **Historic, Archive Document**

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FEB 1 1920

# *CHOICE PLANTS*

GROWN AT

*Sunnyside Fruit Farm*

*ATHOL, MASS.*

**1920**

*Fifty Years in the Plant Business*



**C. S. PRATT, 1870**

When He First Began Selling Plants.

His first strawberry bed 100 by 90 feet.

Picked and sold 989 quarts, sold for \$280.



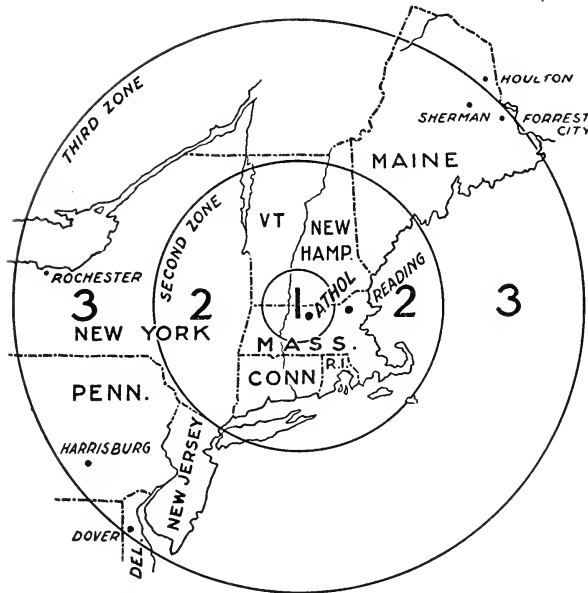
**STRAWBERRY PRATT**

Oldest Plant Grower in New England.

Been growing plants all his life. Going to grow them as long as he lives. Going to live as long as he can, and die when he can't help it. Going to grow this season 25,000 quarts from 2 acres of Howard 17, and sell them for \$5,500.

Success in the plant business depends entirely upon the success of the customers and they can succeed only with strong, healthy, thrifty, dependable plants of the best up-to-date varieties, well grown, well dug, well packed. We solicit orders on this basis.

Since I commenced the Plant business there have been put onto the market 2718 varieties of Strawberries and new ones are coming out every year. I have gone over the long list year after year, adding to and discarding until I have a list that cannot fail to do well. I believe that the **First Quality** is the finest family berry, **Howard** the best market berry and **Peerless** the best ever-bearing.



**DO YOU LIVE INSIDE THESE CIRCLES?**

All plants in dozen, hundred or five hundred lots will be delivered to your postoffice, post paid by parcel post, only in the 1st, 2nd and 3rd zones from Athol. When you buy Plants of me you know just what they will cost at your place. No express charges which are higher than last year. Better have your Plants sent via mail.—Get them quicker and cheaper.

... **ATHOL, MASS.**, is the Hub of the Best Strawberry Growers in the United States. We have the markets at our very doors. Why, in the State of Massachusetts alone there are one hundred cities and towns with a population of 5,000 and over.

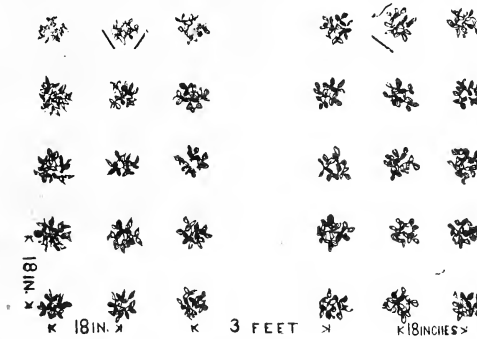
The 3rd zone takes in all of N. E. States, except the Northern part of Aroostook County, north of Houlton, Me., and nearly all of New York State. Ask your postmaster what zone you are in from Athol.

One hundred Plants weigh four pounds, and if sent by Parcel Post to the 4th Zone would cost you 7c extra, and to the 5th Zone 14c extra. Five hundred Plants weigh 20 lbs. and if sent to the 4th Zone would cost you 14c extra; to the 5th Zone 80c extra. **UNDERSTAND, I Pay the Postage in the 1st, 2nd and 3rd Zones from Athol, Mass.**

We never ship Plants C. O. D. to any one, nor do we book orders and reserve Plants unless one-third of purchase money is paid down when the order is sent.

Forty-seven years I carried on the Plant Business in Reading, Mass., within 12 miles of Boston. Three years ago I came up to Athol, 83 miles from the Hub. I expected to lose some of my old trade, but to my surprise I have not lost one customer.

If a man can write a better book, preach a better sermon, or make a better mousetrap than his neighbor, though he build his house in the woods, the world will make a beaten path to his door.—**Emerson.**

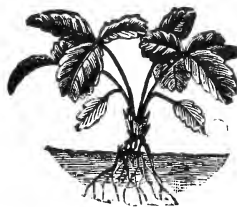


We give a cut of a very excellent plan of setting plants to be grown by hill system. The plants are set in rows, 18 inches between them, and same distance apart in the rows. Then a space of three feet left for horse cultivation, and three rows of plants as before. There is a great advantage in hill culture over the matted row system, where fine berries are in demand. Planted in this manner it will take 14,520 plants to set an acre. Should the plants yield under **high culture**, a quart to each plant, which has been done time and again, and the berries command only 10 cents per quart (a low price for extra fine fruit), the yield in money value would support a good sized family and have something left. Always use high culture and plenty of manure **and water** with the hill system. Grow extra finefruit where there is demand for it. Where there is only a market for low-priced fruit, the matted row will answer. You will have the quantity at the expenes of size and quality.

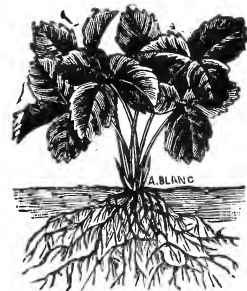
### THREE WAYS OF SETTING A PLANT



Planted too deep



Planter too shallow



THE RIGHT WAY

Be sure and press the soil firmly around the roots so that you can take hold of one leaf and pull it off without disturbing the plant. There are more plants lost by improper setting than by any other one cause. Do not under any circumstances, allow the plants to fruit the first year they are set out; when they are well blossomed go over the bed and pull all the buds and blossoms off, as it is all the plants can do the first season to make runners and get ready to fruit the next season. The first three commandments in successful fruit growing are:

**Thou shalt not use poor plants.**

**Thou shalt not set plants carelessly.**

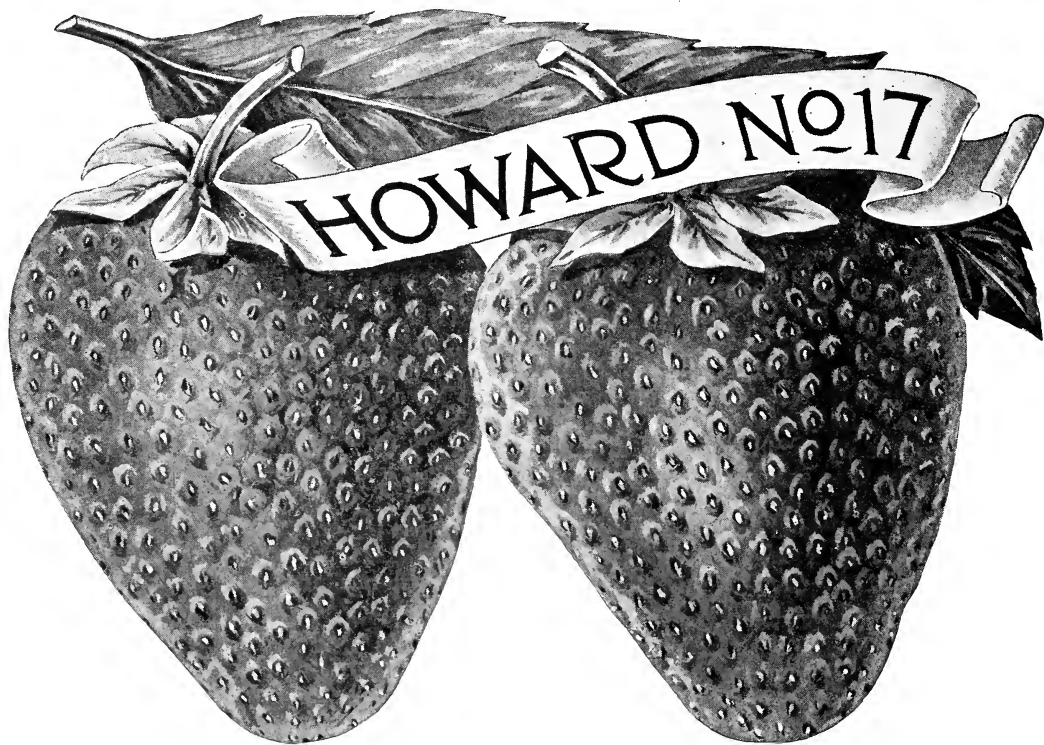
**Thou shalt not use ground until well fertilized and thoroughly prepared.**

Our plants are the highest standard reached. It is useless to look further, for better can't be found. We guarantee all plants furnished by us to be first class, delivered in good condition when shipped.

### IT'S WHAT YOU GET FOR YOUR MONEY THAT COUNTS

Isn't it the most practical and reasonable thing in the world that every one should place their orders where they get the greatest value for the money invested?

**Remember my plants are delivered right at your door at the prices named, in lots up to 500.**



The berries are not all as large as these. Few of them are smaller.

### BIG SIZE, BIG YIELD, BIG MONEY, AND A MORTGAGE LIFTER

The following I take from Mr. Chapman's catalogue. He says that he commenced to pick them June 11 and finished July 13. Remember that was down in Connecticut, 100 miles south of Athol, Mass., so you see that it is a long season berry. He also says that he sold the first and last berries for 30 cents per quart.

He fruited the following varieties in the same field with the Howard No. 17, namely, Abington, Amanda, Glen Mary, Minute Man, William. Belt, Messenger, Campbell's Early and Big Joe. The Abington, which has been his most productive and profitable variety and champion of the strawberry field for many years, was an "easy mark" for the Howard 17. For the first time the Abington met its "Waterloo" and went down to defeat, being counted out in the first round with all others. It was outyielded by the Howard 17 by more than one-third and outclassed by it in every point. The plants of Howard 17 are the healthiest of any I have ever seen. No rust, leaf spot or leaf-curl on them. In plant growth faultless. The blossoms are large and perfect and rich in pollen. The berries begin to ripen medium early, continue a long time and hold up in size remarkably well. The first berries to ripen are wedge-shape, soon becoming conical, typical shape conical. It is a firm berry and therefore a good shipper. Color, rich red with a fine gloss. There is no berry that is more beautiful or of finer quality. The only fancy berry that is a "Business Berry." All the other fancy varieties are shy bearers. The Howard has all the good qualities of the others combined with heavy production. In size it is among the largest grown, averaging larger than either the Gandy or Chesapeake. If it has, any choice of soil I do not know it, and I believe it will do well on any soil that any other variety will. It will be interesting to know what Professor Stevens says about this variety, as he has grown it for ten years and knows more about it than anyone else, besides the originators. The following is from page 88 of the Connecticut Pomological Report for 1918, by Prof. A. T. Stevens: "I have been urging in my reports the growing of the 'Howard No. 17' strawberry. I know of no variety that comes anywhere near it for health and vigor of plant, for plant making and for yield of fruit. The man who originated this variety tells me that it has been shipped to Boston for fifteen years. We have every year over at the college no less than twenty-five varieties we are testing. We have been working on this variety since 1908."

25 Plants 60 cents. 100 Plants \$2.00. 500 Plants \$8.50. Postpaid.

Every Dollar that you put into New Strawberries this Spring let it be spent for The Howard 17. Yes, put all your eggs into one basket and then watch the basket.

Fruited the Howard 17 in Athol in a small way last summer at the rate of 17,000 quarts per acre. Picked first berry June 20, last one July 11th. The berries held out large until the the last.

In 1918 this berry was offered to 400 Plant Growers in the United States. Only about 3,000 Plants were sold. C. S. Pratt bought out of that number 1550. It was simply his good fortune. Luck, nothing but luck.

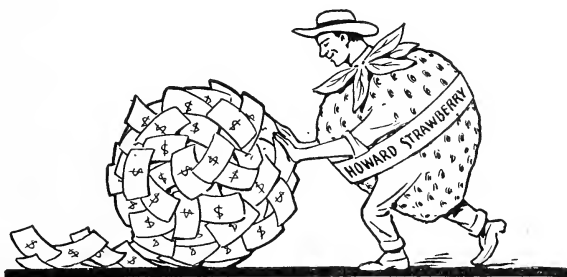
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**THERE IS A TIDE IN THE AFFAIRS OF MEN,  
WHICH IF TAKEN AT THE FLOOD LEADS TO FORTUNE.**

—Shakespeare.

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I have on my own grounds growing 500,000 Plants of the Howard 17. IF THAT IS NOT LUCK, WHAT IS IT? It is not that I am smarter than all of the others. It was simply because I was a lucky one.



Maple Grove Poultry Plant, Milford, N. H.

C. E. Chapman,  
North Stonington, Conn.:

Dear Sir: Yours of the 25th of July in reference to Howard 17 Strawberry at hand. Will say it proved up to your claims here in nearly every respect. It certainly is a wonderful berry. I had them set on rather light soil, about the poorest I had for a big yield but they sure shelled out and were so early. I got top price, 40 cents per box for some of them. I got 40 boxes two days in succession from my patch of six square rods. I estimate I received \$15 per square rod for them. I am getting nearly an acre of land into good condition for next year and plan to set most of it to Howard 17.

Yours for berries,

C. A. BAKER.

This is at the rate of \$2500 per acre.—C. S. Pratt

Swedesboro, N. J., June 25, 1919.

M. C. E. Chapman,  
North Stonington, Conn.:

Dear Sir: I feel I must write and tell you how I like the Howard No. 17. From what you have written me at different time I naturally expected it to do very well, but to say that it far exceeded my expectations puts it mildly. It is certainly a wonderful berry, and you cannot praise it too highly. My only regret is that I did not get more plants to start with. It should be called the Million Dollar Strawberry because it will mean greatly increased profits for strawberry growers everywhere. As a rule I usually discount statements by introducers and also go slow on praising new varieties after a test of only one season, but the Howard 17, is so outstanding in its superior qualities both as to plant growth and fruit that I am recommending it to others and will set every plant I can get next Spring for our own planting. You should certainly have a vote of thanks from strawberry growers everywhere for your part of introducing it. I send you my own herewith.

Yours truly,

WILLARD R. KILLE.

Ipswich, Mass., July 24, 1919.

Mr. C. E. Chapman,  
North Stonington, Conn.:

Dear Sir: Yours of recent date received. I have no doubt you desire to know the truth and nothing but the truth with regard to the Howard 17 Strawberry, and I will write just as I have found it. The plants of Howard 17 are fine, healthy and free from rust. Run just enough to make a good row. The fruit ripened early and the berries were very large and as fine as I have ever seen. Howard No. 17 is an exceedingly promising variety, being healthy and vigorous in vines and having exceptionally large, fine berries well worthy of trial and a safe variety to set.

Respectfully yours,

ALBERT F. TENNEY.

Littleton, Mass., July 5, 1919.

Dear Chapman: The strawberry season is now over and I thought you would like my report on the Howard No. 17 plants I got from you last year. The berry certainly is a good one and a very heavy bearer. It made me a lot of money and it kept its size until the very last. The plants are just as dark green now as they were last fall. Think it best to grow this berry in narrow rows. The berry is well suited for growing in hills as I gave a friend of mine in N. H. a few potted plants last summer and they cannot say enough in praise of it. Am sending photo of part of the bed of Howards and I think you will agree that there is bloom enough to suit almost anyone. The Howard is going to stay with me as it is good enough for anyone to grow. Thanking you for the chance to get this berry,

Yours truly,

JOHN H. HARDY.

Norwich, Conn., July 18, 1919.

Mr. C. E. Chapman,

Dear Sir: Yours of the 17th received. Will say in reply am much pleased with the fruiting of the Howard No. 17. The fruit ripened early and lasted well. You can remember I had only 100 plants. I think that one mistake of mine was that the rows were allowed to mat too thick but with all this drawback there were picked from them at one time 24 boxes of first-class berries, the receiver wishing that there were more. For the first berries I was paid 40 cents per box. Next year I shall set all the plants there will be room for. Have one bed in hill culture. Will see what they will do. Also have several kinds in hill culture to try out with them. The color of the Howard takes well in the Norwich market. I think they outyielded all other kinds this year.

Yours truly,

D. O. COOK.

Danvers, Mass., Sept. 5, 1919.

Mr. C. S. Pratt,

Dear Sir: In regard to the Howard 17 would say that it is one of the best berries I ever fruited. They sold from 22 to 40 cents per quart wholesale.

Yours truly,

W. T. HUTCHINSON.

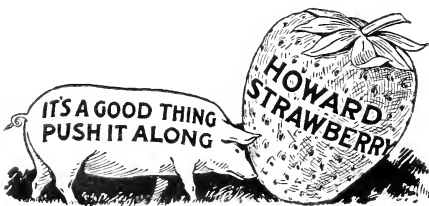
Houlton, Me., Sept. 12, 1919.

C. S. Pratt,

Dear Sir: I fruited the Howard No. 17 this year and this season has been unfavorable here for growing fruit; too much cloudy weather, and June 18th a frost took many of the blossoms. Yet the plants quickly recovered and produced a good crop of berries, large size and of excellent quality; alongside were three other varieties, yet the Howard far excelled them in amount of fruit and larger, finer berries. It is one of the finest varieties ever grown here.

Respectfully,

G. F. MERRITT.



Mr. J. B. McLean,

Simsbury, Conn., has fruited the Howard, and is so much pleased with it that he is going to set several acres this Spring. Good luck to you, McLean, and may Success attend the whole year through. What e'er you plan to do, or enterprise pursue, Good Luck to you!

## ✓ 1st QUALITY STRAWBERRY



(S) Great cropper, fine shape and colors well. This is the berry for your own use. Too good to sell but just right to give one's best friends. We have never heard of a person who did not immediately become enthusiastic over the 1ST QUALITY. There is something—that indescribable something—about its flavor that completely captivates the taste. And it is a flavor that grows in favor with every berry eaten. No one ever seems to tire of it. Always a treat when you are ready to eat. The more I see of this berry the better I like it. There is not a berry in existence that will begin to throw out the number of quarts from the same amount of ground as this will. The second year's fruiting the fruit will be nearly as fine as from a new bed. I have taken a bed of this variety after the first crop had been picked and run a mowing machine over the bed and then gone over it with a wheelbarrow three times until you could hardly see anything but dirt—hardly a plant in sight, and inside of three weeks had as fine looking bed as one would wish to see, and no more work done on it, not even covered up for the winter, and the next season harvested a bang up crop. Now a variety that will do that is worth growing.

25 Plants 40c. \$1.25 per 100. \$5.00 per 500, Post paid. \$9.00 per 1,000, via Express.

✓ Abington, Senator Dunlap, Sample, 25 Plants 40c. \$1.25 per 100. \$5.00 per 500, Post Paid. \$9.00 per 1,000, via Express.

You can  
count them  
on three  
fingers



Howard 17  
First Quality  
Peerless

C. S. Pratt, Athol, Mass.:

Dear Sir: The lot of plants I ordered off you came O. K., and were as fine a lot as I ever bought.

Swanzey, N. H.

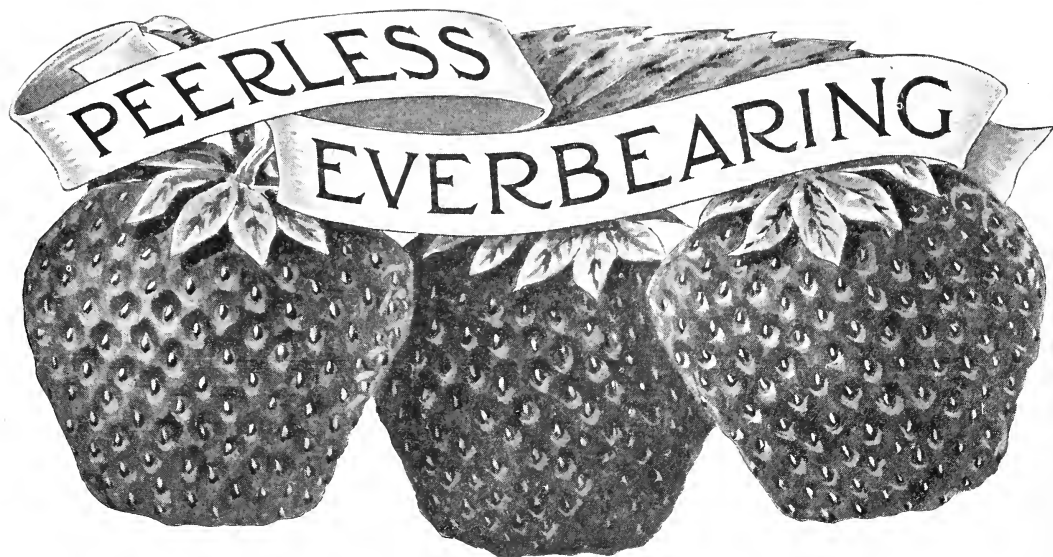
O. C. WHITCOMB.

You have a dollar, I have a dollar. We swap. Now you have my dollar and I have yours. We are no better off. You have an idea, I have an idea. We swap. Now you have two ideas and I have two. That's the difference.

I have the idea that if you buy the **Howard 17** Strawberry of me this Spring you will make money. We both will make money. It never pays to sell a thing you don't believe in. Don't try to sell something to a man unless you think he will get a good return for his money. If he does not, he will always be thinking of the time he lost out on a deal with you—And it is going to hurt you sure as fate.

## Everbearing Strawberries

Now that the reality of everbearing varieties of Strawberries is well known, we should like everybody to know just how good and valuable they are. They should be in every home garden whether on a large farm, or plantation, or in a small 8 by 10-foot city garden plot. There is not the slightest doubt that varieties exist that are really ever bearing, producing fruit continuously from spring until hard frost or freezing weather. The plants are set as early in the spring as possible, just like other Strawberries. They are hoed, cultivated, and fertilized just as other varieties. However, for best results the blossoms should be kept pinched off until the last of June or the middle of July. About August 1 you can commence picking fruit—real, ripe, delicious Strawberries, and continue to get them until freezing weather. And remember that all this is done the first Summer, only a few weeks after the plants are set. The second year the plants can be allowed to fruit in the spring and continue fruiting through all the summer and early fall months. The everbearing Strawberries are not only a blessing in the home garden, but they have money-making possibilities. Where you have a good market they can be grown with great success commercially. It is almost impossible to grow plants enough to fill the demand.



### PEERLESS EVERBEARING STRAWBERRY

The finest Fall Bearing Strawberry on the market today, by all odds. Very large and handsome; very attractive. Quality is fine. Just good enough to give to your friends. One will never grow the Superb after once seeing the Peerless. It is not only a Fall Bearing Berry but in June it will fruit as well as any other variety. In my 50 years of growing strawberries I never have seen any variety set more fruit; good berries; not as large as the Howard. It will fruit in August if set this Spring.

**25 Plants 50 cents. \$2.00 per 100. 500 Plants for \$8.50, via Parcel Post.**

## ANDOVER (S)

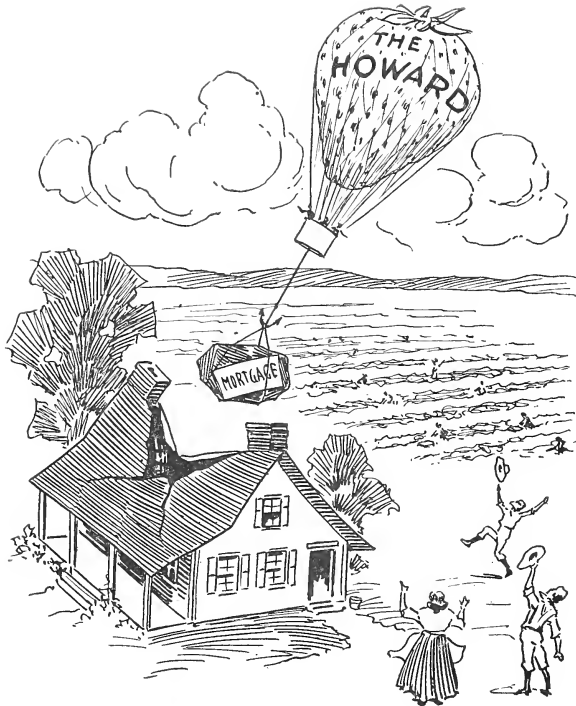
This was put onto the market last Spring. An immense cropper. The largest part of the berries are ripe in October, while with the Peerless most of them are ripe in August. Just after Raspberries are through these two varieties are the only ones you need for Fall Bearing.

Price of the Andover, 25 Plants \$1.75. \$5.00 per 100, Postpaid.

## New Everbearing Strawberry—NEVERFAIL

This berry was put on the market a year ago at \$25 per 100. It is claimed to be three times as productive as the Superb. It may be with some, but with me it was not in it with the Peerless. I gave it the best of care. Mathew Crawford, one of the most reliable growers in the country, recommended it very highly.

25 Plants \$1.00. 100 for \$5.00.



A MORTGAGE LIFTER.

### JUNE RED RASPBERRY

June is the result of a cross made on the N. Y. Station grounds in 1897 between Loudon and Marlboro. From this seed, 338 plants were secured, one of which after fruiting for several years, was named "June" and in 1909 was disseminated among raspberry growers.

Plants more vigorous than either of its parents, upright, few suckers, hardy, very productive, healthy canes stocky, nearly smooth, roundish, often with considerable bloom; spines straight, of medium thickness, short, few in number and distributed almost entirely near the base; season of bloom June 2 to June 9 in 1912. Fruit matures very early (June 28 to July 16 in 1912), season long, keeps and ships well, adheres well to the bushes, easily picked; berries very large, and holding their size unusually well until the close of the fruiting season, firm, with large drupelets, bright, handsome red resembling Loudon, mild subacid; of good flavor.

I would sooner take my chances with this Raspberry than any other variety. I have nothing but praise from all growers.

**\$1.00 per dozen, \$3.50 per 100, via Parcel Post. \$30 per 1,000, via Express.**

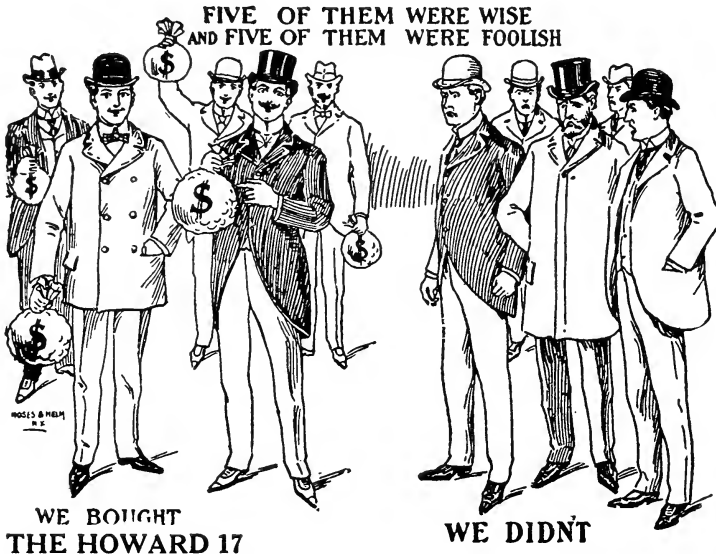
### THE "SCARFF" BLACK CAP RASPBERRY

In size it compares with Cumberland, possibly a trifle larger. In productiveness it is far ahead of any Black Caps we grow. It is absolutely hardy. Canes free from disease and strong upright growers. The canes are cleaner by far than any raspberry we have ever seen and we think it will stand heat and drough better. It makes an abundance of good strong canes, hence our low price should induce every grower to plant. The Plants I am selling this Spring are the same ones I was selling a year ago only they have a year's more growth.

**50 cents per dozen. \$3.50 per 100.**

**HERBERT RASPBERRY**—I have only a small stock of these Plants, **50c per dozen, \$3.50 per 100, via Parcel Post.**

You have taken the trouble to turn this page upside down, to read this notice! Now, Gentle Reader, you may turn the Catalogue around and read all I have to say about the **Howard 17 Strawberry**.

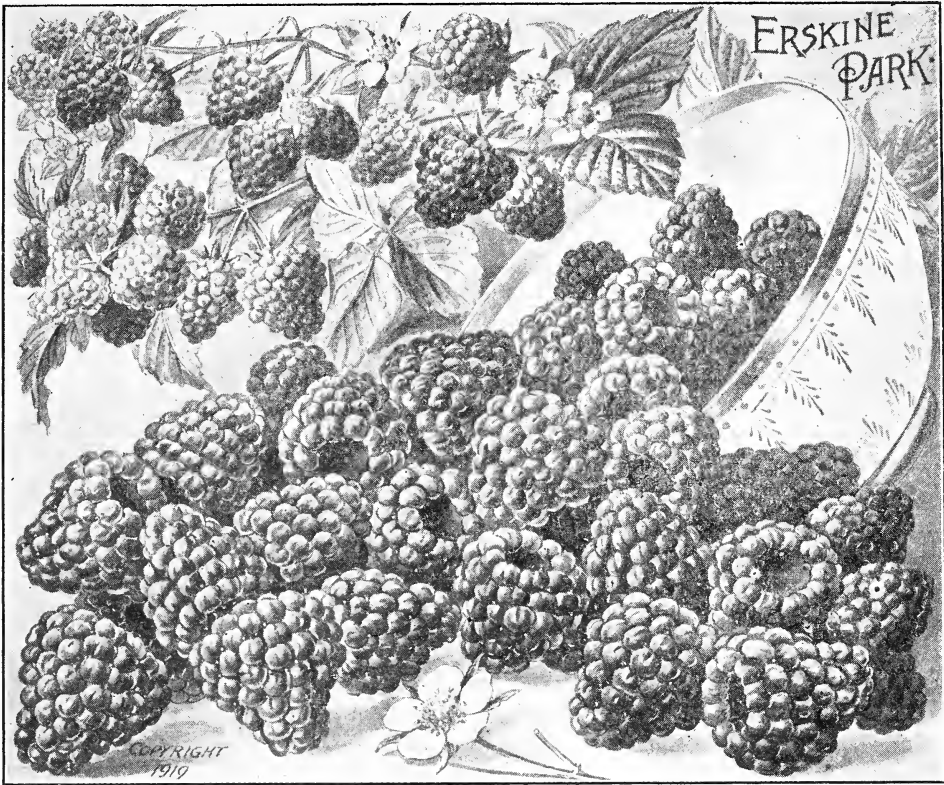


C. S. Pratt:

Dear Sir: I received my plants O. K., in good condition. They were better than I expected. Thanking you for your liberal count,

I remain yours truly,

N. P. JONES.



## The Wonderful Everbearing Raspberry

### The Erskine Park

**New ERSKINE PARK—The Best Everbearing Red Raspberry—Berries Large, Perfectly Formed Beautifully Colored, Deliciously Flavored. Hardy in Plant, in Blossom, in Fruit.**

#### GROWTH AND HARDINESS

The plant is by far the strongest growing Raspberry we have ever seen. It branches out like a tree and has the largest and most roots of any variety. It is perfectly hardy, originating in the Berkshire Hills.

#### FRUIT

The Ranere and St. Regis have been the standard up to the present time. In the Erskine Park we have a berry that far surpasses either of these—both in quality and size—a Raspberry that is a delight to eat, each berry being of a larger size, with its delicious melting flesh, full of rich, creamy juice, highly flavored and sweet as honey.

#### SEASON

Consider the joy and satisfaction of having such berries on your table all through the Autumn, a source of wonder to your neighbors, and you can pick the finest Raspberries until the snow flies.

**\$1.50 PER DOZEN. \$8.00 PER 100, POSTPAID.**

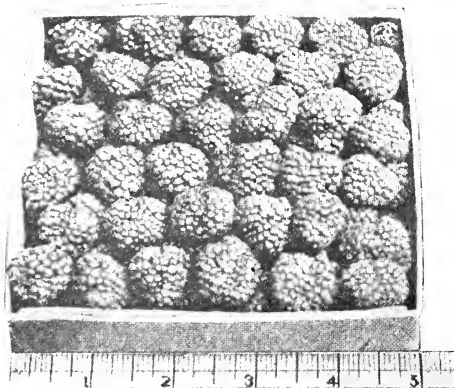
I am not, and never have been, in the Berry Business purely for money. The Strawberry lives with me, and I am anxious to have it live with you; just as anxious to help you to grow it and help you to use it.

Ships sail East, and Ships sail West,  
By the very same winds that blow;  
It's the set of the sails,  
And not the gales,  
That determines where they go.

It is the same in the Strawberry Business. Plant the Howard 17 and enter the Golden Gate.

## *Hardy Hydrangeas*

Four Years Old, 50 cents each. Extra strong stocky plants. It is seldom one can get plants over two years old.



## *Victory*

A wonderful New Red Raspberry. This will be to the Raspberry what the Howard No. 17 is to the Strawberry. The berries are nearly an inch in diameter. A seedling of the Cuthbert which it resembles and as fine flavor. Extremely Hardy; comes through alive when it goes down to 30 degrees below zero. The Plant is a vigorous grower. The fruit will sell for double the price of the Cuthbert. I have only a few plants to sell this spring, at 35 cents each. Next October I shall have several thousand. This is a good thing to tie up to.

Here is a Testimonial That Pleased Me Mightily; It Came From a Catholic Priest:

Manchester, N. H.

Dear Sir: I got 100 plants of you years ago. They were wonderful. Such big juicy berries and all alike. They were th First Quality. Send me your price list.

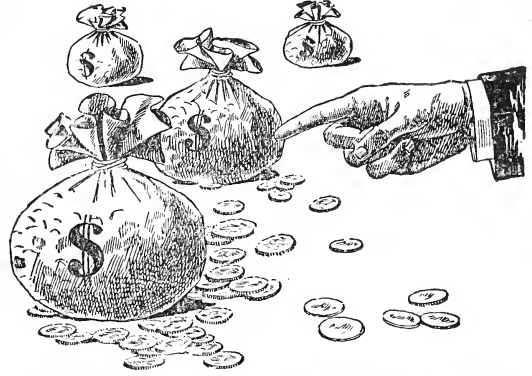
Yours for success,

REV. FR. WILFRED, O. S. B.,

St. Anselm's College.



THIS MAN BOUGHT THE HOWARD 17



AND THIS IS THE CROP HE GATHERED



THIS FELLOW DID NOT

Mr. C. S. Pratt, Athol, Mass.:

Putney, Vt., May 12, 1919.

Dear Sir: Plants received from you on the 8th were very satisfactory, in fine condition, good, strong plants and all my order called for and a little more. It is a pleasure to deal with an honest man. Good luck to you, with thanks for extras.

Yours very truly,

O. J. RANNEY.

Mansfield, Mass., May 13, 1919.

Dear Sir: Received the Howard 17 O. K., and they are all right, the nicest plants I ever set in the ground. I want to thank you for sending such nice fresh ones, not all crowded in bundles and roots smashed, but packed right.

Yours respectfully,

SARAH L. MURPHY.

**LUCILE****THE IDEAL EATING GRAPE.****THE WONDERFUL NEW GRAPE OF THE NORTH.**

Everyone has room somewhere, some place around their home for a few Grape Vines—over the fence, along the wall or on the trellis—it makes no difference where. Taking hardiness and quality into consideration, we offer the LUCILE—which without doubt is the finest of all eating grapes. A strong, robust grower and ripens its wood to the tip under a load of fruit, of which the Niagara would not ripen one-half. Quality: Sweet and delicious; color: dark, rich red. Its crowning glory is its size and compactness of its clusters which resemble those of Diamond but are larger. An indispensable Grape in the extreme north, where only early and extra hardy varieties can succeed.

**The State Agricultural Experimental Station at Geneva, N. Y., says:**

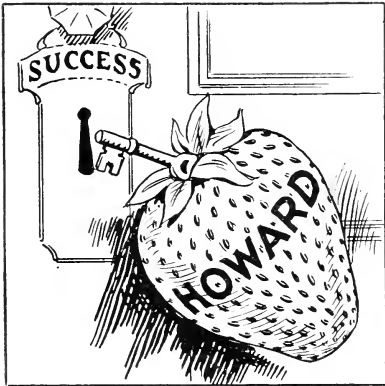
"Lucille is of interest and value because of its truly remarkable vine characteristics. In vigor, health and hardiness and productiveness it is not surpassed by any of the cultivated native grapes. With all of its great work LUCILE ripens its wood almost perfectly. It is very productive, as much so as any other of our native grapes, often bearing four bunches to the shoot, its crop exceeding that of Concord. It has never been known to winterkill in the grape region of New York. Its fruit and foliage are nearly immune to the fungal diseases of the grape. **Be sure and order at least one vine.**

**Extra heavy two-year-old vines, 75 cents each.**



**GET WHAT  
YOU PAY FOR**

A cheap article is seldom good and a good article is never cheap. It is not what you pay for what you get, but what you get for what you pay.



**MAILING AN ORDER**

**Breathes there a Man with Soul so Dead that never in his Life has heard of  
STRAWBERRY PRATT.**

# Come and See

## *My Irrigation Plant*

The Ideal System of irrigation is one which will provide a very even and uniform distribution of water by some method under the control of the user. I think I have the finest system in use. I can irrigate an acre of ground in three hours and apply 18,000 gallons of water and put it on in the form of a good soaking rain. I can apply five times the amount of water in the same time that can be applied with the Skinner System and I have no unsightly iron pipes in my way. It costs \$200 per acre to install the Skinner System and only \$50 per acre for the one I have, (engine and pump included.) NOW I HAVE NOTHING TO SELL, so have NO AXE TO GRIND. I have got a good thing and I am willing you should use it. Don't write any letters for I have no time to answer them. Come and see me and talk it over. I can pump 60,000 gallons in 10 hours and only use \$1.00 worth of Kerosene. When I was in business in Reading, Mass., and using Town Water they charged me 30 cents per 1,000 gallons they told me they could not pump it for less. (I thought it funny, not too funny, but just funny enough.) When we have six weeks of drought in the month of June it **pays to irrigate.**

While all crops are benefitted by liberal watering there is probably no crop that depends on irrigation so much as small fruit, particularly berries. Good, large Strawberries can only be produced in wet seasons, or by copious use of water.

Irrigation makes it possible to produce big crops every year. Why not irrigate? More interest is taken in irrigation every year. The reason is obvious. No one is sure of a crop unless he can irrigate.

If you are not getting \$1,000 per acre in growing the Strawberry and Raspberry there is something wrong somewhere. I use a four h. p. Witte Kerosene Engine, with a Viking Rotary Pump. My whole outfit cost me about \$300. I can water six acres every week. I commence at five o'clock in the morning and water until 8 o'clock. Do you wonder that my customers like to buy my fruit?

I can grow the finest and stockiest Plants with plenty of water. That is the Pratt way of growing plants. They have no PEDIGREE attached to them. They are just simply every-day Plants, and as fine as any ever grown Kellogg's Way.

**COME AND SEE ME ANY DAY EXCEPT SUNDAY.**

If there is anything I can do to help you I am ready to do it. We are not in the world to get all we can and keep all we get. I am not making money for money's sake; I make it and then get rid of it. Put me down for anything that will help along.

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**Do you know that you don't know enough to know that you don't know all you ought to know about the Howard Strawberry? Test it on your own ground and then you will know what I know.**



*Three Finest Berries in the Country. You can no more keep them back than you can keep back the Atlantic Ocean when there is a Tidal Wave.*

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THE COMMONWEALTH OF MASSACHUSETTS  
STATE BOARD OF AGRICULTURE.

Official Certificate No. 67

Boston, Mass., Aug. 2, 1919.

TO WHOM IT MAY CONCERN:

THIS IS TO CERTIFY that we have this 2nd day of August completed the inspection of the strawberry stock of C. S. PRATT, grown at Athol, R. F. D. 2, State of Massachusetts, and find it to be apparently free from all injurious insects and diseases which might be transferred on nursery stock from the nursery to the orchard or garden. This is good until July 1, 1920.

Inspected by Messrs. Neill and Shaughnessy.

(Signed) R. H. ALLEN, Inspector:

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Some men are like a shot gun that scatters without much force in any one spot. Others are like the rifle that sends the bullet straight to the Bull's Eye. **Howard 17** is the **Bull's Eye** for you to hit.

It is the Strawberry you set this spring that determines how much money you make. It is everybody's privilege and duty to set the **Howard NOW**.